



# **FAMA Spring Meeting 2011**

**WELCOME**

**GENERAL MEMBERSHIP MEETING**

**MARCH 14-15, 2011**



**San Juan**



# FAMA Spring Meeting 2011





# FAMA Spring Meeting 2011



65 YEARS OLD AND GROWING STRONGER THAN EVER



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# FAMA Spring Meeting 2011

## 2011 Officers

**President**

**Grady North**

**Vice President**

**Greg Kozey**

**Treasurer**

**Harold Boer**

**Secretary**

**Bruce Whitehouse**

## 2011 Board Members

**Past President**

**Peter Darley**

**Sr. Director at Large**

**Jan Polka**

**Jr. Director at Large**

**Mike Power**

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## First Time Attendees

Aluminum Ladder Company	Karen	Miller Mellette
Bostrom (HO) Company	Bev	Lowery
Waterous Company	Tom	Mettler
Waterous Company	Bill	Smith

## New Members

PyroLance	Bill	Ballantyne
PyroLance	Kevin	Spencer

## Committee Chairs

Tim	Van Fleet	Membership
Jack	McLoughlin	Statistics
John	Swanson	Meeting Planning
Jeff	Hupke	Education
Tammy	Laridaen	Education
John	Sztykiel	LRP
Ken	Creese	GAC
Bill	Bruns	Bylaws
Steve	Toren	Internet
John	Lund	Marketing – Vice Chair

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# FAMA Spring Meeting 2011

ROLL CALL

REVIEW OF FALL MEETING MINUTES





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San Juan Fire Chief  
Carmen Rodriguez



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## Corporate Sponsor

# Fire Engineering®

Eric Schlett  
Executive Director



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SELF INTRODUCTION

ANTI TRUST GUIDELINES





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Business Speaker

**Mark Light**

CEO and Executive Director of the  
International Association of Fire Chiefs

***I've Got Good News and Bad News...***

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## Coffee Break

Sponsored By:



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## Treasurer's Report

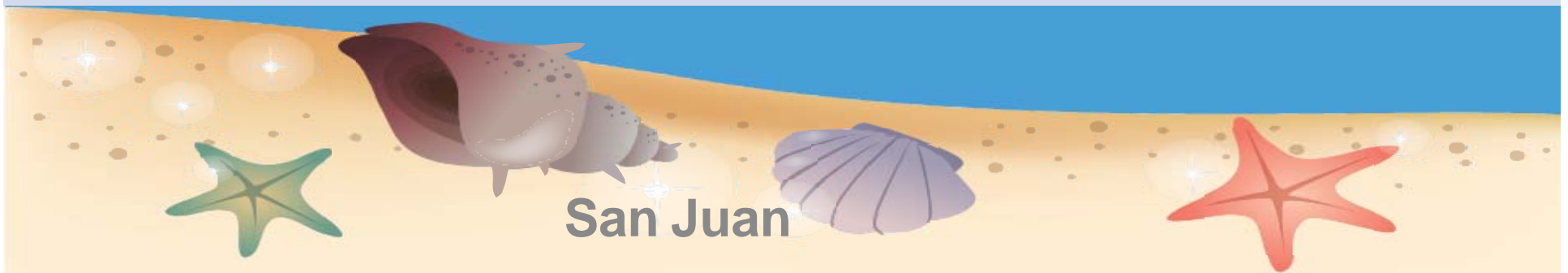
### Comparison

#### 2010 Actual

- Revenue \$307,832
- Expenses \$307,813

#### 2011 Budget

- Revenue \$332,279
- Expenses \$332,279





# **FAMA Spring Meeting 2011**

## **Treasurer's Report**

The board elected to utilize \$17,950 from the General Fund (Net Worth) to finance some enhanced statistical data and continued web site updates. These are one time events and would not be considered as line items for next year budget. This dollar amount accounts for a significant portion of the change from 2010 actual to the 2011 budget.





# FAMA Spring Meeting 2011

## Treasurer's Report

### Major Differences

#### 2010

- Internet \$12,077
- Statistics \$4,619

#### 2011

- Internet \$3,990 + \$5950 for web site development
- Statistics \$7,000 + \$12,000 for new data





# FAMA Spring Meeting 2011

## Board of Directors Report

- Key Initiatives for 2011
  - Maximize membership potential.
  - Improve benefits to members.
    - Better and more statistics with professional analysis
    - Better and more communication
      - More facts and figures about what is happening in our industry
      - Improved web site
      - More surveys
    - Better marketing to members about key events
  - Implement a long term plan.
    - Create a road map with flexible paths to allow FAMA to react to changes in the fire industry and membership

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# FAMA Spring Meeting 2011

## Board of Directors Report

- The board held a planning meeting with all committee chairs. This was an open forum that allowed us share with each committee what other committees were doing. As a result, we are better able to identify interaction of committees (such as Marketing, Internet, GAC, Technical, etc.) and get a better feel as to how these committees should be aligned and function.



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# FAMA Spring Meeting 2011

## Board of Directors Report

- The board decided to not continue with the practice of allowing non-member companies to report and receive statistics.
- We approved a consolidation of the by-laws which had become a 17 page document.
- We have approved some changes to statistics reporting that reflects real world classifications and expect to conduct some additional statistical surveys.





# FAMA Spring Meeting 2011

## Board of Directors Report

- Peter Darley has represented us at meetings with the NFFF Vulnerability Assessment Project – while this focused on fire fighter safety, we see some potential where this assessment program could be used to upgrade to new, safer fire apparatus and equipment.
- We have agreed to co-sponsor the FAMA/FEMSA fire chief's survey and will be giving an I-Pad to the winner. Please encourage fire chiefs to go on-line at [FAMA.org](http://FAMA.org) or [FEMSA.org](http://FEMSA.org) to take the survey.



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# **FAMA Spring Meeting 2011**

## **Bylaws Committee**

### Proposed Amendments

To FAMA Bylaws dated 9 October 2009



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# **FAMA Spring Meeting 2011**

## **Bylaws Committee**

### Intention of Amendments

- To reduce the size of the Bylaws from 17 pages
- To revise the Bylaws to match current practices
- To simply the processes of the association for the Membership and the Board of Directors
- To remove sections that are unnecessary or should be policies.



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# FAMA Spring Meeting 2011

## Bylaws Committee

### Method Of Approval

- The normal process of amending the Bylaws is to review each section word by word as it is currently written.
- The intention of the change is then defined.
- The newly worded section as amended is then reviewed word by word.
- A vote is then taken to approve/disapprove the amendment (s).



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## Approval Method For These Amendments

- Because of the volume of changes, the word by word review method will not be followed.
- This is not in violation of the Bylaws.
- Instead, a summary of the changes for each Section will be reviewed.
- Questions and comments will be entertained during the entire review process.
- A vote to approve/disapprove will be taken at the conclusion of the review process.



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# FAMA Spring Meeting 2011

## Bylaws Committee

### Section 1. NAME

- No proposed amendments to this Section





# FAMA Spring Meeting 2011

## Bylaws Committee

### Section 2. MISSION

- Sections 2.1 – 2.10 were reduced to Sections 2.1 and 2.2 using bullets for Section 2.1.
- Made numerous wording changes that did not affect the intention of these Sections.
- Improved wording to be current:
  - i.e. changed “legislative and regulatory organizations” to “legislative, regulatory and standards writing organizations”.



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# FAMA Spring Meeting 2011

## Bylaws Committee

### Section 3. MEMBERSHIP

- Changed Section 3.2 Qualifications to delete “Special Services” vehicles and add “Command” vehicles for fire fighting or protection.
- Now reads:
  - (A) fire fighting or fire protection apparatus, including rescue and command vehicles intended for use in emergency service (collectively called “fire apparatus” herein).



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## Section 3. MEMBERSHIP (Cont'd.)

- Changed Section 3.4 Suspension: Expulsion
  - Simplified the process by making failure to pay dues result in an automatic suspension and continued failure to result in an automatic expulsion rather than requiring the Board to take the necessary actions to suspend or expel.
  - There are several other improved wording changes proposed none of which changes the intent of the original wording.



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## Bylaws Committee

### Section 4. DUES AND ASSESSMENTS

- Minor wording change to Section 4.4 Reinstatement which does not alter the intent of the section.



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## Bylaws Committee

### Section 5. MEETINGS

- Section 5.1 General Membership Meetings was shortened to not list the two annual meetings as Spring and Fall.
- Section 5.1.2 Guests at General Membership Meetings was shortened from 17 lines to 4 with no change to the intent of the section.



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## Bylaws Committee

### Section 5. MEETINGS (Cont'd.)

- Section 5.1.3 Honorary Membership was reduced from 30 lines to 3 allowing the Board full discretion to grant such a membership.
- Sections 5.2. thorough 5.8 were similarly shortened and/or updated with no change in the intention of any of the original Sections.



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## Section 6. BOARD OF DIRECTORS AND OFFICERS (Was Section 7)

- Combined Sections 6 and 7 to reduce size and also redundancy of sections..
- Changed rules for vacancies of Officers including the President:
  - A past President shall be chosen by the Board of Directors to serve out the unexpired term.
  - For a Past President vacancy, the most current Past President willing to serve will be chosen.



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# FAMA Spring Meeting 2011

## Bylaws Committee

### Section 7. COMMITTEES (Was Section 8)

- Section 8.1 Executive Committee was deleted in its entirety.
- Section 7.1 (formerly Section 8.2) Nominating Committee was amended slightly to coordinate with the changes to the Officers Sections.
- Section 7.2 (formerly section 8.3) Standing Committees was amended to eliminate the list of Standing Committees
- Sections 8.3 Attendance at Standing Committee Meetings and Section 8.6 Attendance at Executive and Nominating Committee Meetings were deleted in their entirety.



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## Bylaws Committee

### Section 8. LIMITATION ON LIABILITY OF DIRECTORS AND OFFICERS

- Formerly Section 9. – no changes





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## Bylaws Committee

### Section 9. INDEMNIFICATION OF CERTAIN PERSONS

- Formerly Section 10 – this section was deleted in its entirety.





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## Bylaws Committee

### Section 9. FISCAL YEAR

- Formerly Section 11. – this section is unchanged.



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## Bylaws Committee

### Section 10. ACCEPTANCE OF BYLAWS

- Formerly Section 12 – this section is unchanged.



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## Bylaws Committee

### Section 11. AMENDMENTS TO BYLAWS

- Formerly Section 13 – this section is unchanged.







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## Bylaws Committee

### Section 12. CORRESPONDENCE, COMMUNICATION & REPRESENTATION

- Formerly Section 14. – this section was amended slightly to eliminate reference to the Executive Committee and simplify the wording without changing the intent of the original section.





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## Bylaws Committee

### Section 13. EMERGENCY BYLAWS

- Formerly Section 15 – this section was deleted in its entirety.





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## Bylaws Committee

### Section 13. DISSOLUTION

- Formerly Section 16 – this section is unchanged.





# FAMA Spring Meeting 2011

## Bylaws Committee

### Review of Amendments Completed

- At this point, please raise any questions.
- Following the questions (if any):
  - The Bylaws Committee respectfully asks that the President call for a vote to approve/disapprove the amendments which update and reduce the Bylaws from 17 pages to 11 pages.

THANK YOU FOR YOUR PATIENCE



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## Statistics Committee

- Booked and Shipped
  - Historically, a 4 year average for booked and shipped is approximately 1,300 trucks per quarter.
  - 3<sup>rd</sup> quarter was 1,144 trucks shipped and 1114 booked.

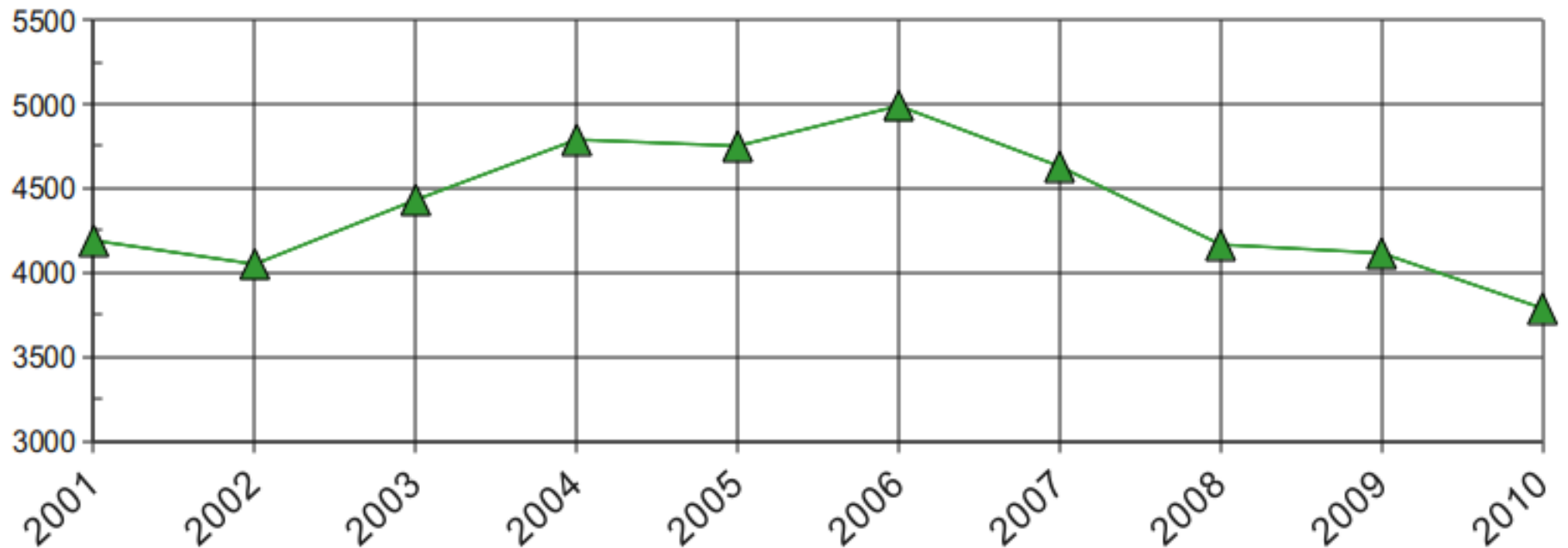




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## Statistics Committee

- 2010 in review
  - 3<sup>rd</sup> Quarter Statistics have been completed and published.
  - Sales of pumps down 8% in 2010





# FAMA Spring Meeting 2011

## Statistics Committee

- Pricing Statistics
  - More price information is being provided for booked vehicles (about 29%) than last quarter.
- For 3rd quarter sales:
  - 252 vehicles of 1114 had prices
  - Nearly every vehicle class is represented







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## Statistics Committee

- Changes to data collection
  - Rename "SSFA (Rescue) Pumpers" to "SSFA (Rescue), with Pump" as in NFPA
  - Add category "Pumpers, Rear mount" to Vehicle Class
  - Change Chassis designation "Custom up to 350Hp" to "Custom, Low-Torque"
  - Add Chassis designation "Custom 350 Hp+" to "Custom, Hi-Torque"



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# FAMA Spring Meeting 2011

## Statistics Committee

- Proposals
  - Add international regions to export sales
  - Our current statistics show history and firm orders booked. Proposal to survey members for forecast sales trends, business conditions and market changes. Separate from the current statistics.



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# **FAMA Spring Meeting 2011**

## **Membership Committee**

**Welcome To Our New FAMA Members**

U.S. Coupling

Pyrolance

Bauer Compressors

Arnprior Fire Trucks, Inc. (Pending Approval)



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# FAMA Spring Meeting 2011

## Membership Committee

### Committee Objective, 2011

- Grow Membership 5%
- Develop Membership Retention Plan
- Engage Member Company Participation



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# FAMA Spring Meeting 2011

## Membership Committee

### Membership Growth Plan

Develop & maintain target list of potential companies in the market with qualifications for membership

- Develop a contact plan
- Assign committee members to contact plan
- Develop contact call objectives – “Script”





# FAMA Spring Meeting 2011

## Membership Committee

### TOP TEN PROSPECTIVE MEMBERS

- CSI Emergency Apparatus
- General Fire Apparatus
- K&T Fire Apparatus
- Hi-Tech Emergency Vehicle Service
- HUB Fire Engines & Equipment
- Montana Fire Works
- Midwest Fire
- M & W Fire Apparatus a/k/a Powerco
- Precision Fire Apparatus
- Unruh Fire
- Westmark Fire Apparatus



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# FAMA Spring Meeting 2011

## Membership Committee

### OPEN Options for Consideration

- Accept & embrace an increasing number of component companies
- Action plan to accept and attract ambulance manufacturers
- Implement organizational changes to maintain apparatus manufactures the focus of FAMA
- Retention Pan – Board Input needed to developing a plan to designed to address member retention/participation



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## Internet Committee

- Committee Members
  - Steve Toren – Committee Chairman
  - Phil Gerace – Marketing Committee liaison
  - Dave Durstine – Technical Committee Liaison
  - Ron Truhler – Vice Chair
  - Bruce Whitehouse – Board Liaison
  - Gabe Steinbach – Webmaster



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# FAMA Spring Meeting 2011

## Internet Committee

### •Current Site Capabilities

#### – Landing Page for Members

- Meeting sign up section
- GAC
- Member sign in for secure site (FAMA Stats, etc...)

#### – Some Fire Department Help

- Calendar
- Buyers Guide
- Resource Library
- Weight and Cube Calculator – Very popular
- Scholarship Application Online



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# FAMA Spring Meeting 2011

## Internet Committee

- Phases 1 – Technical Committee Database and Communications Portal.
  - Develop a single password protected database and communication portal for the technical committee.
    - Will allow for single location rather than the chain of emails currently bouncing back and forth – efficiency
    - Same for the collection of data.



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## Internet Committee

- Phase 1
  - Initial Build out. Cost: \$2550
  - Feedback, Testing and Documentation. Cost: \$650
  - Modifications



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## Internet Committee

- Phase 2 – Weight and Cube Calculator Makeover (one of the most popular pages on the site)
- Phase 2 – Cost: \$3400





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## Internet Committee

- Phase 3 – Social Media: Linked In, Facebook, Twitter, YouTube, etc...
  - Awareness Generation
  - Reputation Building
  - Interaction and Dialogue with Fire Service



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## Internet Committee

- Awareness Generation
  - GAC awareness to the Industry
  - Technical help
  - Buyers guide



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## Internet Committee

- Reputation Building
  - Build a reputation as an Association working to continually improve the safety of the Fire Apparatus.





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## Internet Committee

- Dialogue: Encourage conversation about the industry, value of FAMA, activity updates and collaboration on policies and representation issues.



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# FAMA Spring Meeting 2011

## Internet Committee

- Phase 3 - Cost

\$3000 Social media plan, protocols, branded social media sites, directory listings, monitoring plan.

\$1200/mo Content planning, site updates, response monitoring and content distribution

***Estimated annual: \$16,200***



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## Internet Committee

- Added Considerations:
  - Focused efforts rather than a shotgun approach
  - Responsibilities of day to day management in an all volunteer organization
  - Training on best practices
  - Crisis management
  - Content for blogs, postings and other distribution



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## Long Range Planning Committee

### 2011 Membership Survey

*John Sztykiel*



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# FAMA Spring Meeting 2011

## Long Range Planning Committee

### Data Mining



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## Long Range Planning Committee

- 53% of member companies responded
- ### Who Needs Data?
- THANK YOU... oh, wise ones







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## Long Range Planning Committee

### Today's Reality

- Very tight municipal budgets and a large federal deficit
- Communities are contracting or consolidating services
- Departments are closing, firefighters are being laid off



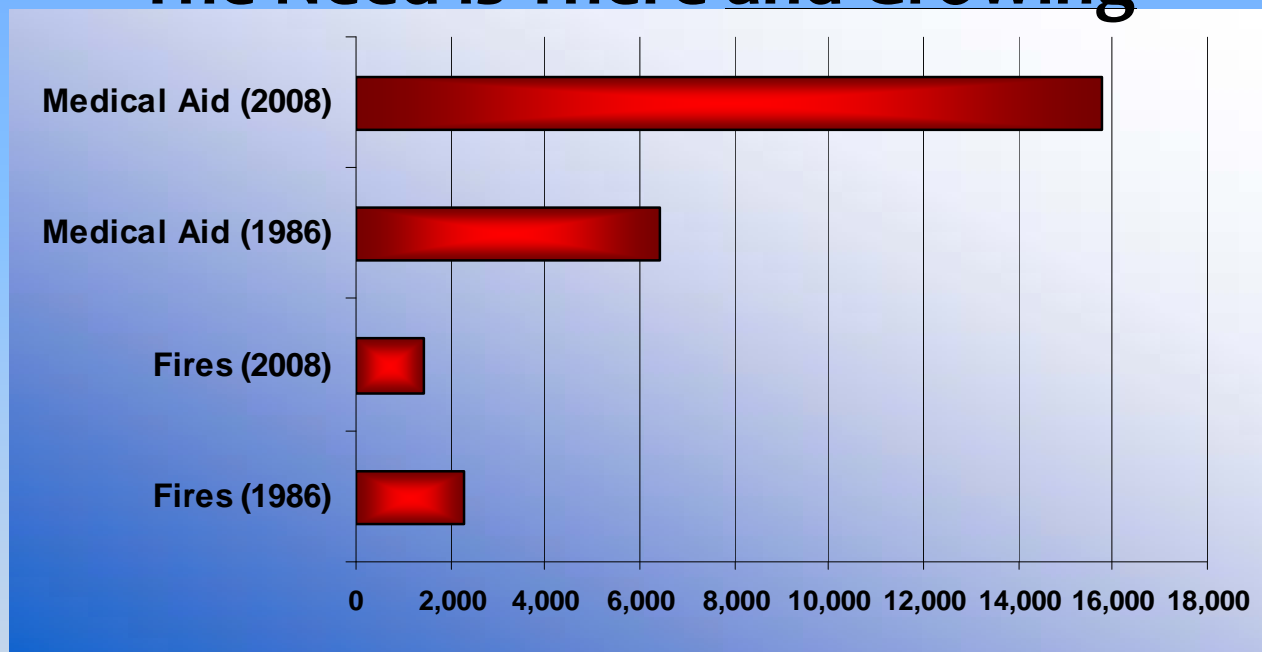
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## The Need is There and Growing

- Calls for help have more than doubled
- Fires have decreased by 64%, yet property loss per fire is up 32% (1992-2007)
- Medical Aid Calls have increased by 244%
- A call for help placed every .73 second (23 million calls/year)



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**Today's  
Reality**

**Challenges =  
Opportunity**



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## Committee Focus (Qtn #1)

- ° Product = “1” in 2011

- ° Technical
- ° Statistics

- ° Funding = “2” in 2011

- ° Governmental Affairs

- ° 2008 Survey

- ° Technical, Statistics ranked “1 & 2” in 2008
- ° Governmental Affairs ranked “6” in 2008 – GAC has moved up

## Importance

1 2

28%	13%
14%	20%

75%

14%	18%
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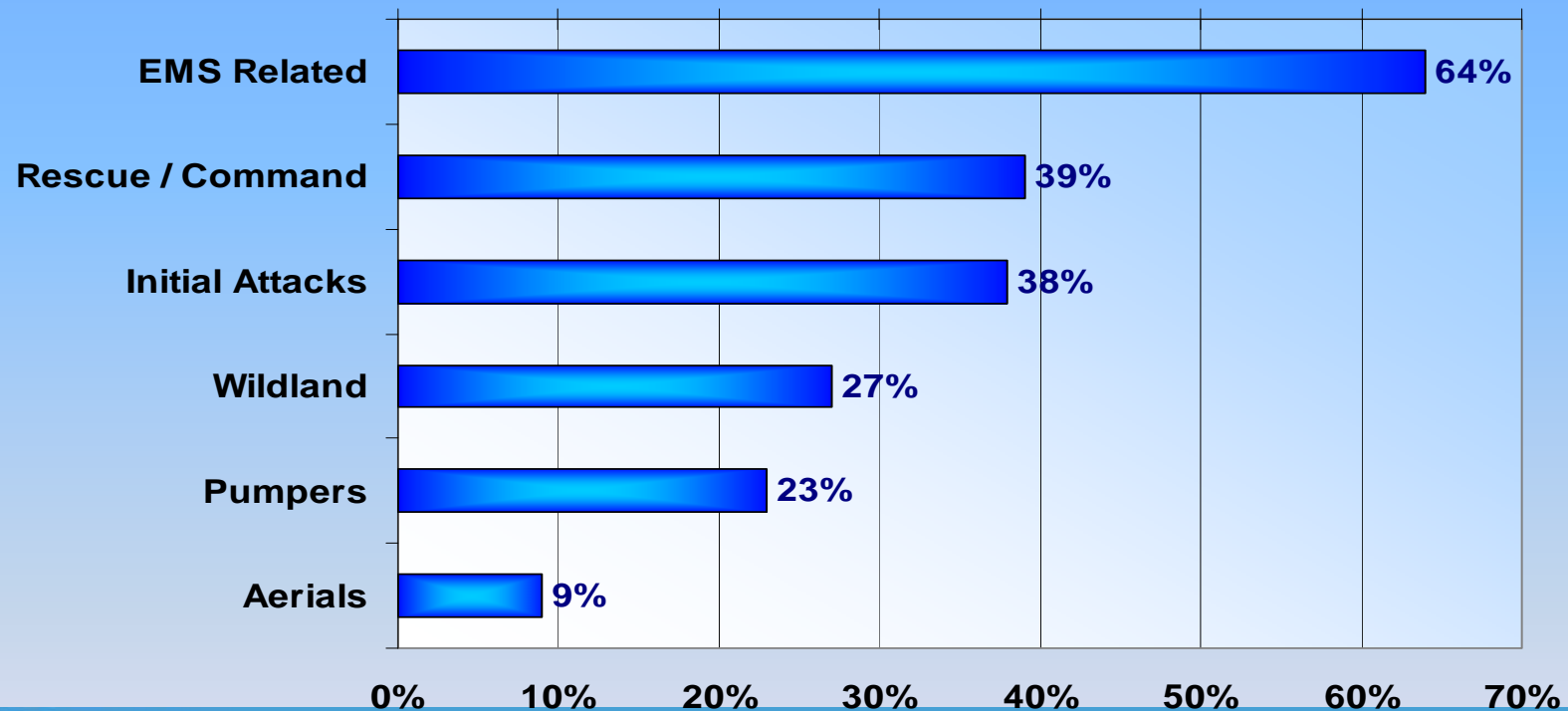
32%

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## Growth Markets – Changing Industry (*Qtn #2*)



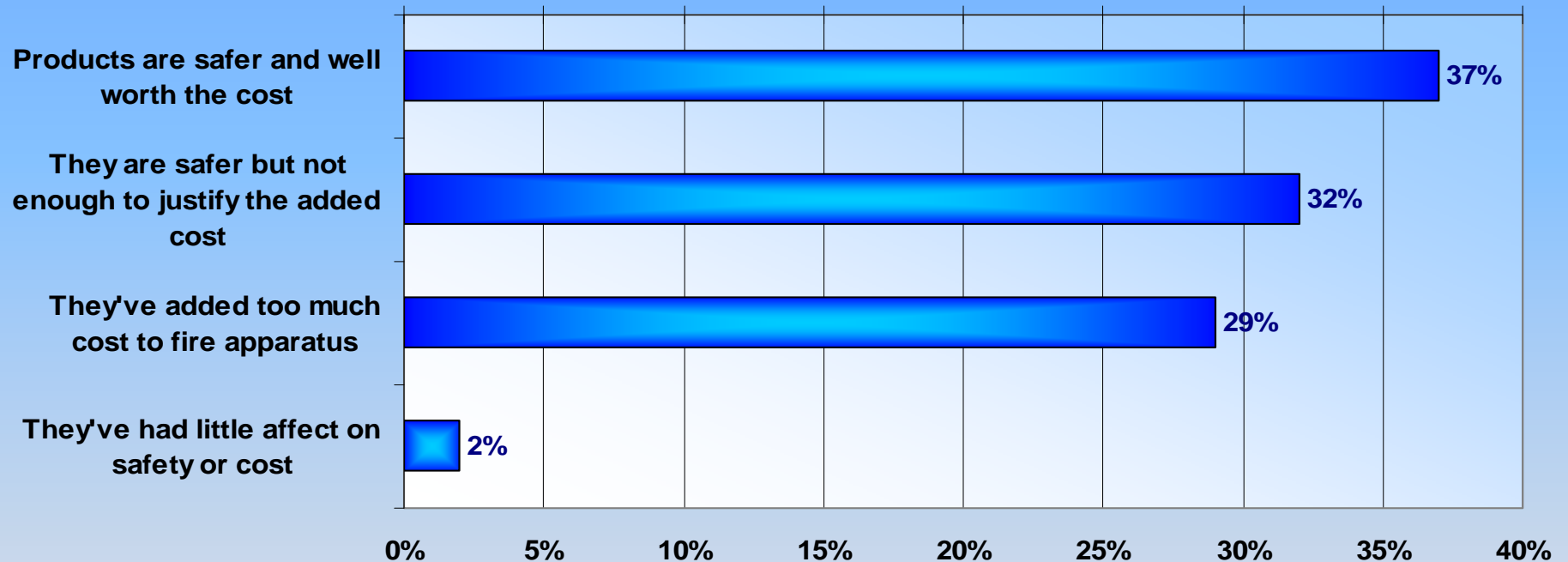
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## Perception of NFPA's Value (*Qtn #4*)



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## Long Range Planning Committee

### Perception of NFPA's Value (*Qtn #4*)

- 63%...products are safer, but not worth it, too much or unsure...
- Correlates with order intake being down
  - Industry forecast of 4,000 units annually
  - Question 5 – 65% = yes / unsure about more non-NFPA product being sold



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## Long Range Planning Committee

### Global, People are Interested (*Qtn #6*)

- Great insight as to added value for membership
  - 94% - yes to global trends (Question 7)
  - 70% - global industry trends and technology (Question 11 = high importance)
- 65% willing to share units and geographic location





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## Evolving Markets Data Desires (*Qtn #9*)

- FAMA mission
  - “The Fire Apparatus Manufacturers’ Association (FAMA) is committed to enhancing the quality of the emergency service community through the manufacture and sales of safe, efficient emergency response vehicles and equipment.”
- 2011 FAMA LRP Membership Survey Question 9
  - “Should FAMA track pumps not used or initially installed on complete vehicles (e.g., skid units, ATVs, etc)?”
- By FAMA’s mission statement, these products serve a role (equipment) – 59% of the membership is interested
- These products may displace other products or vice versa, and one can validate a shift by tracking all data



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# FAMA Spring Meeting 2011

## Long Range Planning Committee

### Membership Criteria...

#### Consistent Clarity (*Qtn #10*)

	<u>2008</u>	<u>2011</u>
• Satisfied	82%	84%
• Revisit	18%	16%



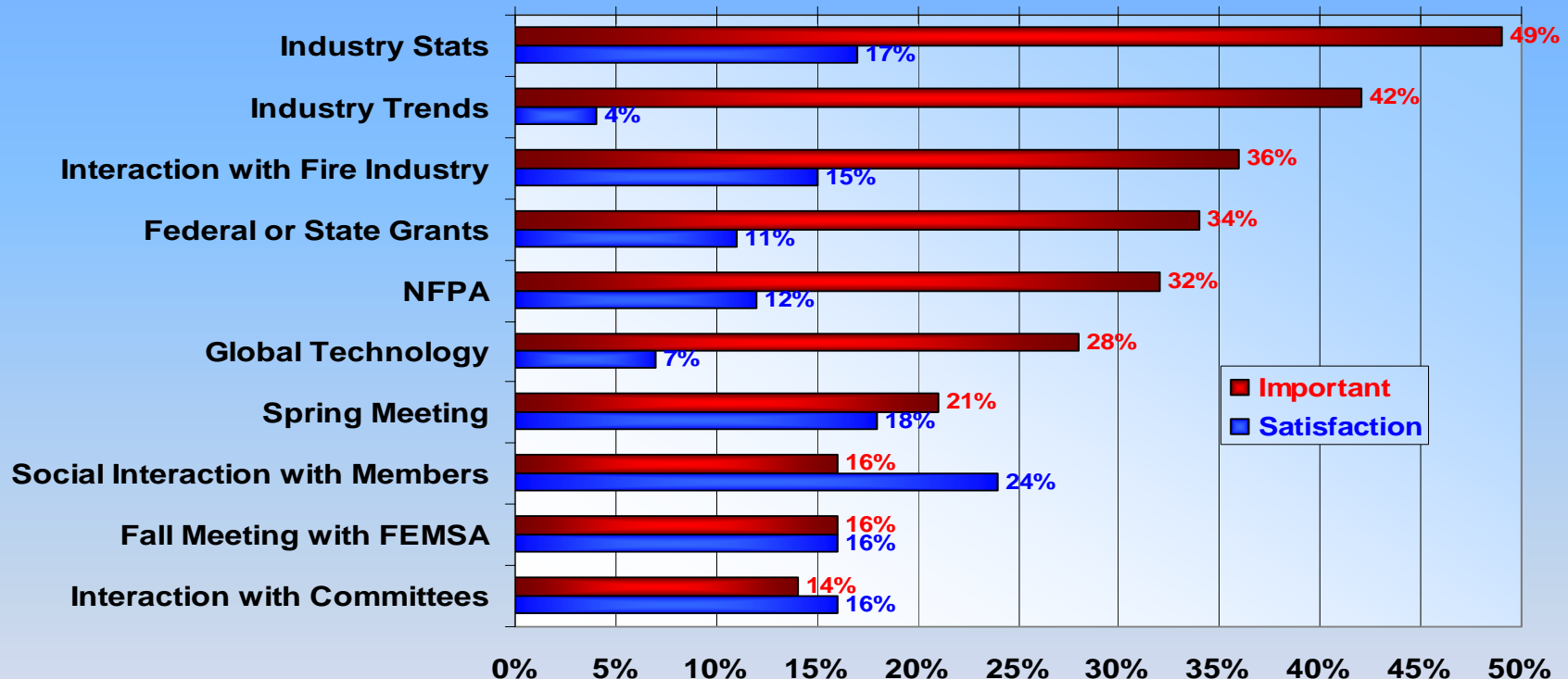
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## Issues Important to You (*Qtns #11 & #12*)



- Most important issues (Top 6) not in alignment with satisfaction
- Why and what should we do differently?



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## Technical Interests Big Shift... Why? (*Qtn #13*)

### 2008

1. Low volt electrical
2. Chassis
3. Aerial
4. Body

### 2011

Chassis  
Body  
Software  
Pumps plumbing, EMS /  
ambulance

- In line with EMS / product evolution where 67% responded with products becoming more EMS oriented (Question 3)



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# FAMA Spring Meeting 2011

## Long Range Planning Committee

### Organizations *(Qtns #14 & #15)*

#### Importance

1. NFPA
2. U.S. Fire Administration
3. FEMSA
4. FDIC
5. IAFC

#### Satisfaction

- FEMSA  
FDIC  
NFPA  
CFSI  
NAM

- Satisfaction not in alignment with importance



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# FAMA Spring Meeting 2011

## Long Range Planning Committee

### Track Revenue, Not Just Units (*Qtn #16*)

- |       | <u>2008</u> | <u>2011</u> |
|-------|-------------|-------------|
| • Yes | 51%         | 59%         |
| • No  | 49%         | 41%         |
- There is a shift – today, only 29% are reporting on revenue in our statistics



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# FAMA Spring Meeting 2011

## Long Range Planning Committee

### What Do We Do with Annex D? (*Qtn #17*)

- 76% right plan, promote
- Interesting, as “Marketing Committee” scored very low on Question 1





# FAMA Spring Meeting 2011

## Long Range Planning Committee

### Summary: 2011 FAMA LRP Membership Surveys

- Membership satisfaction with FAMA?
  - 53% turnout for survey
  - Even split relative to satisfaction with Fall and Spring Meetings
- Global... big interest, big opportunity





# FAMA Spring Meeting 2011

## Long Range Planning Committee

### Summary: 2011 FAMA LRP Membership Surveys

- Conflicting data – especially when one looks at
  - 2008 FAMA LRP Membership Survey
  - 2009 FAMA Fire Department Survey
  - 2009 FEMSA Survey “Questions on the Economy”
  - 2010 FEMSA NPFA Standards Survey
- Time for a “deep dive” into the ER industry, which is where the LRP Committee will be going over the next 6 months
  - Looking for a couple more interested members





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Presentation

“Changes in the Fire Apparatus Industry”

**Paul Darley**

President and CEO

W.S. Darley & Co.



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# **FAMA Spring Meeting 2011**

**Meeting Suspended for Day**

**Reception at 6:00 p.m.**

**Awards Dinner at 7:00 p.m.**



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## Meeting Survey and Evaluation

<http://www.zoomerang.com/Survey/WEB22BZYSG4AKN/>



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